

CLAIMS

What is claimed is:

1. A method for managing web content for a company website on a global basis, comprising the steps of:
 3. creating at least one web content page having objects defining said content, said objects comprised of elements;
 5. defining relationships between said objects on said content page and elements comprising said objects;
 7. generating a scripting language incorporating said relationship definitions; and
 9. storing said scripting language file in a single data base globally accessible by a user.

2. The method of claim 1, including generating said scripting language file in eXtensible Markup Language (XML).

3. The method of claim 1, including the steps of:
retrieving said stored file; and
translating said retrieved file to a Hypertext Markup Language (HTML) file for presentation on said company website upon request by a user of said company website.

4. The method of claim 1, including storing said scripting language file in an extensible database that is platform and software independent.

5. The method of claim 2, further including the steps of:
retrieving said stored file; and
translating said retrieved file to a Hypertext Markup Language (HTML)
file for presentation on said company website upon request.

6. The method of claim 2, including storing said scripting language
file in an extensible database that is platform and software independent.

1 7. A system for managing web content for a company website on a
2 global basis, comprising:
3 at least one web content page, including objects defining said page;
4 said objects incorporating elements in a defined relationship;
5 a scripting language file incorporating said relationship; and
6 a database coupled to receive and store said scripting language files,
7 said database globally accessible by a user.

8. The system of claim 7, wherein said scripting language is
eXtensible Markup Language (XML).

9. A system of claim 7, further including a translator for requesting
and receiving a scripting language file from said database and producing a
Hypertext Markup Language (HTML) file for presentation on said company
website.

10. The system of claim 8, further including a translator for
requesting and receiving a XML scripting language file from said database

and producing a Hypertext Markup Language (HTML) file for presentation on said company website.

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